

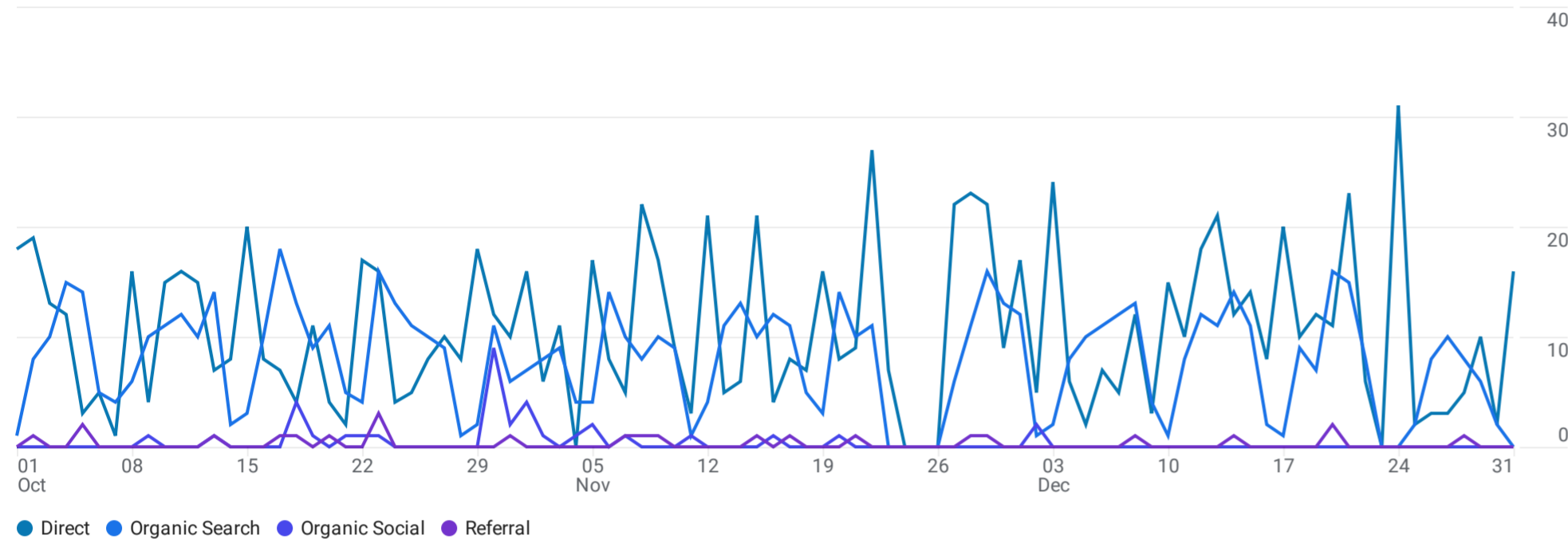
All Users Add comparison +

Custom Oct 1 - Dec 31, 2023

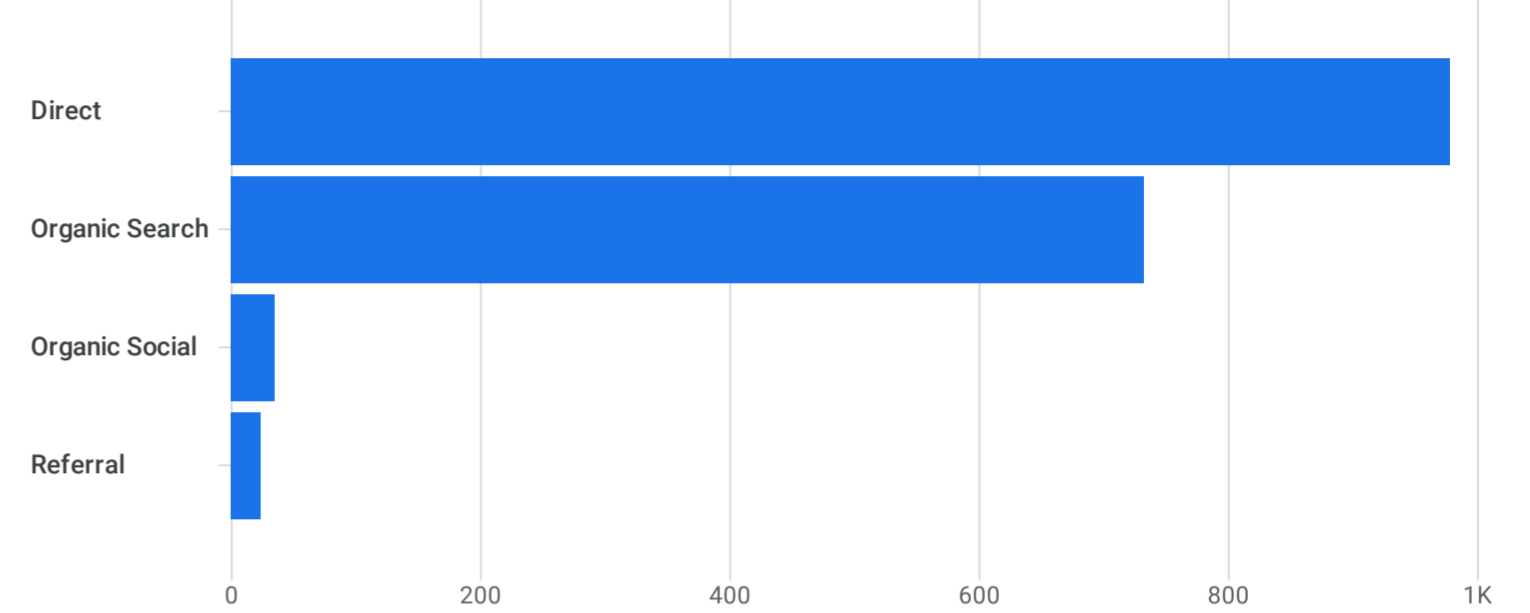
User acquisition: First user default channel group

Add filter +

New users by First user default channel group over time



New users by First user default channel group



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First user default channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
	1,769 100% of total	933 100% of total	43.13% Avg 0%	0.52 Avg 0%	32s Avg 0%	9,340 100% of total	0.00	\$0.00
1 Direct	978	344	29.03%	0.34	19s	4,789	0.00	\$0.00
2 Organic Search	732	552	62.16%	0.75	48s	4,193	0.00	\$0.00
3 Organic Social	35	12	24%	0.32	23s	162	0.00	\$0.00
4 Referral	24	23	63.89%	0.92	1m 57s	196	0.00	\$0.00